

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 10965 210856Z

21

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W  
----- 086043

P R 210825Z JUL 76  
FM AMEMBASSY TOKYO  
TO USDOC USTS WASHDC PRIORITY  
INFO SECSTATE WASHDC 0972

UNCLAS TOKYO 10965

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: ADVERTISING EXPENDITURES BREAKDOWN

JW-6-903 RE WALL-6-527-AP. ALTHOUGH IMPOSSIBLE OBTAIN 1975  
ADVERTISING BUDGET FIGURES FROM ALL 35 FOREIGN GOVERNMENT  
TOURIST OFFICES IN JAPAN DURING ONE WORKING DAY, WE WERE ABLE  
TO OBTAIN FIGURES FROM THE FOLLOWING COUNTRY OFFICES:  
AUSTRALIA DOLS50,500, CANADA DOLS147,500, GERMANY DOLS35,000.  
HONGKONG DOLS267,000, INDIA DOLS107,000. MEXICO DOLS72,000,  
NEW ZEALAND DOLS117,000 AND SINGAPORE DOLS234,000. FYI, JAPAN  
NATIONAL TOURIST ORGANIZATION SPENT DOLS227,000 FOR ADVERTISING  
IN NORTH AMERICA LAST YEAR. FOR YOUR ADDITIONAL INFO, HAWAII  
VISITORS BUREAU HAD DOLS6,000 FOR VERY LIMITED TRADE CAMPAIGN,  
AND GUAM VISITORS BUREAU INVESTED DOLS92,000.  
SHOESMITH

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, COST ESTIMATES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 21 JUL 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976TOKYO10965  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760280-0395  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760734/aaaabecd.tel  
**Line Count:** 41  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
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**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 26 FEB 2004  
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**Review Transfer Date:**  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADVERTISING EXPENDITURES BREAKDOWN JW-6-903 RE WALL-6-527-AP. ALTHOUGH IMPOSSIBLE OBTAIN 1975  
**TAGS:** ETRD, JA  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006